



MEDIA RELEASE

Thursday, 23 April 2009

AN AD CAMPAIGN HELPING PEOPLE HELP THEMSELVES

A \$600,000 national outdoor media campaign showing people how just \$5 a fortnight can help homeless and marginalised Australians earn an income will be launched on Monday 27th April 2009 by The Big Issue and the Outdoor Media Association (OMA).

With the support of OMA members, including media display, printers and installers, the two month national campaign will run on billboards, bus and tram shelters, transit (buses, trams and taxis) as well as in shopping centres, raising awareness of The Big Issue, and how the street magazine enterprise works.

The creative for the campaign was developed pro bono by Melbourne agency, *the blue group*, who came up with the tag line "You pay five. I earn half. Everyone feels good." and features one of The Big Issue's very own vendors, Brian.

The Big Issue Street Magazine is a fortnightly independent current affairs publication that is sold on the streets by homeless and marginalised people. Vendors purchase copies for \$2.50 and sell it for \$5, keeping the difference.

The Big Issue CEO Steven Persson said the new campaign drew on extensive market research that showed the need to tell The Big Issue story in a straightforward way.

"Earlier this year we undertook a market study that examined what people think about The Big Issue and we found that a lot of people did not understand the connection between purchasing the \$5 magazine and how it directly helped those who were selling it." Mr Persson said.

"What we also learned is that once people did understand how the magazine enterprise model worked they thought it was a great initiative and wanted to get behind it.

"This campaign aims to tell The Big Issue Street Magazine Enterprise story in a consistent and clear cut way and with outdoor advertising said to be one of the best vehicles to do that, this opportunity could not have come at a better time for us."

"In a time where all businesses are struggling to keep their sales up, especially print publications, we are grateful to OMA's members for assisting us in cementing our position as a magazine that people love, sold by vendors that people want to support." Mr Persson added.

Chief Executive of the OMA, Ms Helen Willoughby, said they were delighted to be once again supporting the Big Issue and its many hundreds of vendors.

Ms Willoughby said OMA members had provided more than \$1 million in space, printing and installation to The Big Issue and its hosting of the Homeless World Cup (in Melbourne last December) since May 2008, bringing the new total to over \$1.6 million.

"This is a true partnership where our members are actively involved with The Big Issue's work as well as providing the media resources," Ms Willoughby said.

In addition to The Big Issue, OMA members last year donated over \$10 million in support of a range of charities and not-for-profit organisations.

ENDS

OMA Media Contact: Helen Willoughby on (02) 8356 9000 or Helen.Willoughby@oma.org.au

The Big Issue Media Contact: Danielle Bombardieri on 0400 100 978 or dbombardieri@bigissue.org.au

Media display members include:

Adshel, APN Outdoor, EYE, JCDecaux, IOM, MetroSpace, oOh! Media, Paramount Outdoor, ROVA

Printers include:

Aussie signs, Brite, Cactus, GSP, Omnigraphics

Installers include:

Adconnect Local Marketing, Always Signs, Atom Technical Management, Country Outdoor, Perth Area Posters, Prime Signs, Robmar Sign Service, Sentinal Electrics, Signbuild, Southern USI, STW Sign Erection, Visual Exposure

Creative agency:

the blue group

www.bluegroup.com.au

with photography by Saville Coble